

To: v Bomgardner, Denny L.
From: Kuruc, Nick
Edited: 3/31/98 9:31
Subject: A&P NY Metro- Super Fresh

Denny:

Attached is a copy of a letter sent to A&P NY Metro today, terminating our "RA" Contract effective April 1.

CC: 1200 - New York Region (SCULLYA), 1300 - Philadelphia Region (HAYESJ4)

51846 1537



G. N. Kuruc, Jr.
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
Phone 732-225-4774
Fax 732-417-9076

March 31, 1998

Mr. Rick Reitter
A&P New York Metro Division
2 Paragon Drive
Montvale, NJ 07654

Dear Rick:

Due to the extremely low RJR weekly carton volume that currently exists in contracted Super Fresh Stores, we are terminating our existing Retail Partners Program "RA" Contract effective April 1, 1998. Our minimum weekly carton average requirement is 70 cartons per week. Your contracted stores are currently averaging 35 RJR cartons weekly. Based on this volume it is no longer economically feasible to maintain a contract in these stores.

As a point of reference I am attaching a list of contracted stores showing weekly Industry, and RJR carton averages.

RJR Fixturing currently on location can be maintained, or we can make arrangements to pick up same at your discretion.

Thank you for your cooperation in the marketing of our products.

Sincerely,

A handwritten signature in dark ink, appearing to read "NICK".

G. N. Kuruc, Jr.

Attachment

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TERR	RTE	ACCT	CC	NAME	ADDRESS	CITY	ST	WEEKLY CARTON VOLUMES				NP
								IND	RJR	AIMIN	AIMRJ	
132620	481	36007	C24	SUPER FRESH #591	4493 HIGHWAY ONE	REHOBOTH BCH	DE	171	36	102	29	
ACCTS. IN TERRITORY 132620 - 1												
132622	000	665779	C12	SUPERFRESH #585	643 CONCHESTER HWY	BOOTHWYN	PA	95	11	73	14	
132622	120	625456	C12	SUPER FRESH #231	605 BALTIMORE PIKE	SPRINGFIELD	PA	126	43	118	21	
132622	434	625599	C12	SUPER FRESH #584	29 BRANMAR PLZ	WILMINGTON	DE	233	56	189	46	
ACCTS. IN TERRITORY 132622 - 3												
132625	000	625706	C12	SUPER FRESH #588	401 NEW LONDON RD	NEWARK	DE	133	27	124	35	
132625	255	779090	C12	SUPER FRESH #587	10 OXFORD MALL	OXFORD	PA	101	18	75	13	
OACCTS. IN TERRITORY 132625 - 2												
132627	000	36008	C24	SUPER FRESH #590	25 GREENTREE DR	DOVER	DE	98	50	85	20	
132627	463	540365	C12	SUPER FRESH #561	3 MILFORD VILLAGE S/	MILFORD	DE	66	35	51	14	
ACCTS. IN TERRITORY 132627 - 2												
132629	000	625675	C12	SUPER FRESH #586	2044 NEW CASTLE AVE	NEW CASTLE	DE	105	20	105	20	
ACCTS. IN TERRITORY 132629 - 1												
133026	230	533656	C12	SUPERFRESH #488	PLAINSBORO&SCHALKS R	PLAINSBORO	NJ	272	53	189	31	
133026	251	279951	C12	SUPER FRESH #484	RT 130 & PRINCETON	HIGHTSTOWN	NJ	234	52	226	46	
ACCTS. IN TERRITORY 133026 - 2												
133220	425	604480	C12	SUPER FRESH #240	250 E LANCASTER AVE	WYNNEWOOD	PA	192	34	152	31	
133220	480	604514	C12	SUPER FRESH #241	1110 YOUNGSFORD RD	GLADWYNE	PA	139	22	127	21	
ACCTS. IN TERRITORY 133220 - 2												
133222	335	738832	C12	SUPER FRESH #250	QUEEN ANNE PLAZA	FAIRLESS HILLS	PA	500	100	109	18	
ACCTS. IN TERRITORY 133222 - 1												
133224	000	729374	C04	SUPERFRESH #743	FRONT & GODFREY	PHILADELPHIA	PA	83	13	71	14	
ACCTS. IN TERRITORY 133224 - 1												
133225	000	975072	C12	SUPER FRESH #245	1495 OLD YORK RD	ABINGTON	PA	134	25	117	26	
133225	260	475086	C24	SUPER FRESH #246	2100 COUNTY LINE RD	HUNTINGDON VALL	PA	216	86	164	27	
ACCTS. IN TERRITORY 133225 - 2												
133226	014	183658	C12	SUPER FRESH #367	3 MAIN ST	HELLERTOWN	PA	161	20	135	27	
ACCTS. IN TERRITORY 133226 - 1												
133228	100	778932	C12	SUPER FRESH #242	CROSROADS PLAZA	RICHBORO	PA	98	20	65	12	
133228	165	230411	C24	SUPER FRESH #375	4357 SWAMP RD	DOYLESTOWN	PA	171	34	145	33	
133228	310	276990	C12	SUPER FRESH #239	3070 WELSH RD	WILLOW GROVE	PA	152	27	130	29	
ACCTS. IN TERRITORY 133228 - 3												
133229	001	538140	C12	SUPER FRESH #376	RT. 100 AND RT. 724	POTTSTOWN	PA	158	41	134	29	
ACCTS. IN TERRITORY 133229 - 1												
133421	251	616013	C12	SUPER FRESH #471	609 BAY AVENUE	MANAHAWKIN	NJ	172	39	117	28	
ACCTS. IN TERRITORY 133421 - 1												

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TERR	RTE	ACCT	CC	NAME	ADDRESS	CITY	ST	WEEKLY CARTON VOLUMES				NP
								IND	RJR	AIMIN	AIMRJ	
133422	221	491865	C12	SUPER FRESH #490	6825 TILTON RD	EGG HARBOR TOWNSHIP	NJ	183	31	229	32	
133422	231	711413	C12	SUPERFRESH #470	676 WHITE HORSE PIKE	ABSECON	NJ	139	30	124	23	
133422	251	855026	C12	SUPER FRESH #491	200 WHITE HORSE PIKE	HAMMONTON	NJ	140	29	102	16	
ACCTS. IN TERRITORY 133422 - 3												
133424	230	561639	C12	SUPER FRESH #467	RT 47 & HESTON ROAD	GLASSBORO	NJ	76	40	72	12	
133424	330	855039	C12	SUPER FRESH #489	ROUTE 49 & ATLANTIC	PENNSVILLE	NJ	150	25			
ACCTS. IN TERRITORY 133424 - 2												
133425	231	854984	C12	SUPER FRESH #457	1433 BLACKWOOD CLEME	CLEMENTON	NJ	160	35	123	24	
133425	321	336300	Z00	SUPER FRESH #458	1080 BLACK HORSE PIK	TURNERSVILLE	NJ	125	25	107	21	
ACCTS. IN TERRITORY 133425 - 2												
133426	411	855007	C12	SUPER FRESH #487	ROUTE 38	MOUNT HOLLY	NJ	148	21	122	18	
ACCTS. IN TERRITORY 133426 - 1												
133427	321	510705	C12	SUPER FRESH #466	ROUTE 73	MARLTON	NJ	173	37	159	28	
133427	432	854990	C24	SUPER FRESH #463	101 E ROUTE 70	MARLTON	NJ	335	66	318	58	
ACCTS. IN TERRITORY 133427 - 2												
162221	223	604545	C24	SUPER FRESH #369	200 S BEST AVE	WALNUTPORT	PA	204		152	33	
ACCTS. IN TERRITORY 162221 - 1												
173822	000	277248	C12	SUPER FRESH #362	GREEN & PENNSYLVANIA	DOWNINGTOWN	PA	119	26	119	26	
173822	000	506575	C12	SUPER FRESH #244	1 BAYNARD RDRD	KENNET SQ	PA	122	30	122	30	
173822	000	702041	C12	SUPERFRESH #377	501 ROUTE 113	CHESTER SPRINGS	PA	131	32	131	32	
ACCTS. IN TERRITORY 173822 - 3												

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